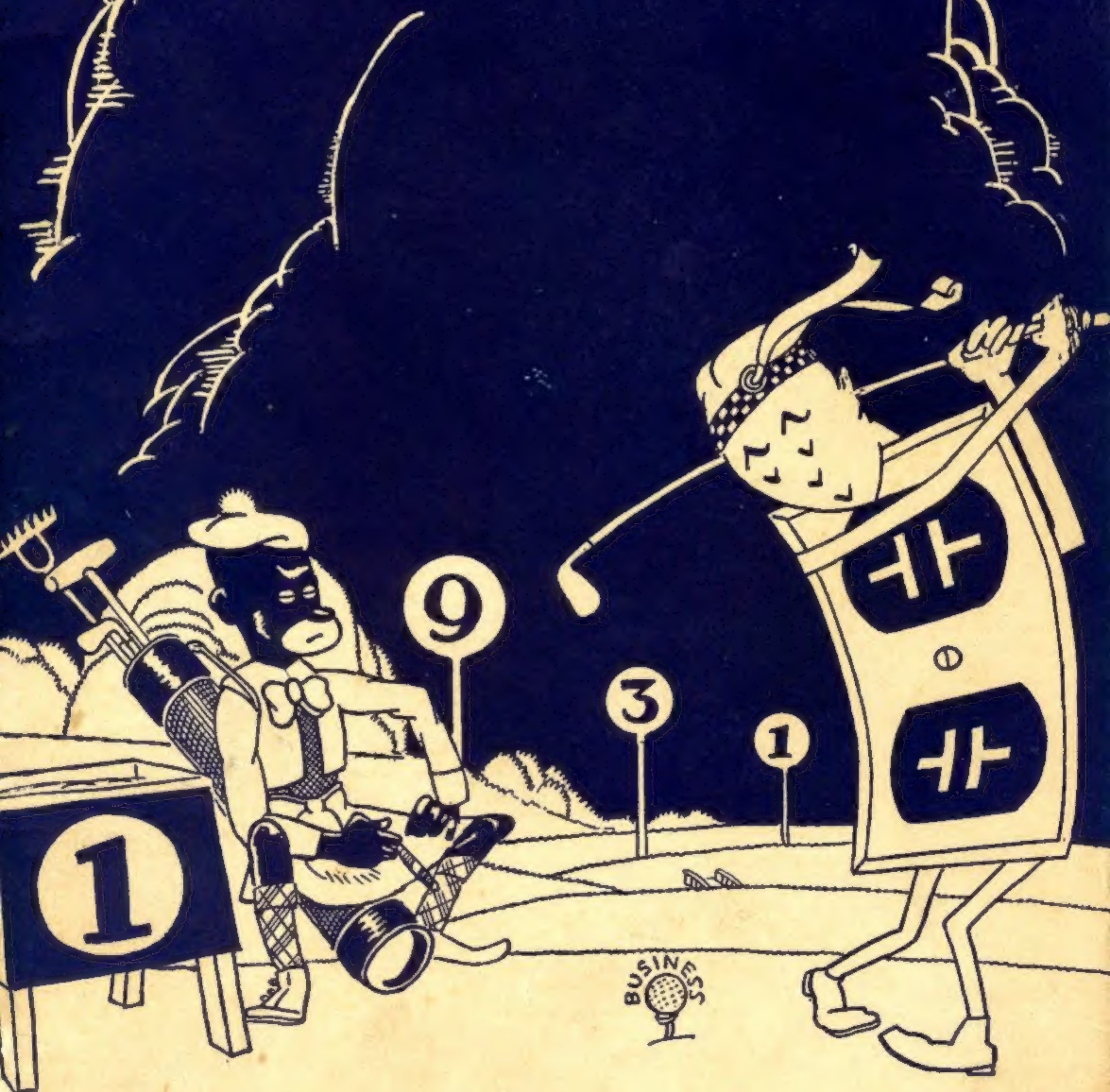


PLAIN TALKS

JANUARY 1931



KEEP YOUR EYE ON THE BALL THROUGHOUT THE YEAR

"A Corner of Sweetness and Light"

Not often enough do we find an expression of the appreciation of the public for ordinary day-to-day services that are given with just a little bit more than the usual courtesy and consideration. It is not easy to do a routine job in any way than a routine manner, but when a gang of fellows like those operating the street cars and busses in Beaumont and Port Arthur put into their jobs the spirit of unselfish service, they are making for themselves friends and giving to the public a fine example of how a comparatively small job can be done in a real big way.

Bill B. Beaumont, that most observing country boy, in his column in the Beaumont Journal of January 21,* has confirmed absolutely in our minds the hope that we have held for a long time—that we are really doing a job in just a little better way than one might expect from someone who is just trying to get by. If Mr. Beaumont could appreciate the discouragements that come through the loss of patronage, the heartaches of the operator when he sees some of his best friends in automobiles picking up his good customers just ahead of the street car's arrival, he would

realize even more the fine sense of responsibility that it takes to put on these finishing touches to this transportation service that is so necessary to the lifeblood of the city.

Mr. Beaumont speaks the truth when he says that service such as this will make the "Power Trust" seem less horrible. Our big job is to demonstrate to the public we serve that the so called "power trust" in this territory is just a group of home folks doing everything that their hearts and their minds can devise to give a worth while service at a fair price, and add to it the human qualities of courtesy, consideration and manliness that will rank all of us among the best citizens of our communities and make our services a blessing to the public we are privileged to serve.

Congratulations to Mr. Beaumont for his fine discernment, and to the operators of the street cars and busses for this well merited word of praise.

Tom Walker

*See page 5.

President Walker Urges Each Employee to Aid February Sales Campaign

SAVE \$10.05
on these 3 appliances



THIS
\$5.00 TOASTER

Royal Rochester 2-slice turn-over type . . . best mica-core heating unit . . . flat top to keep toast warm . . . 4 cool handles . . . quality construction throughout . . . finished in heavy nickel . . . 6-foot cord with new small plug.



THIS
\$8.50 WAFFLE IRON

Royal Rochester quality . . . deep die cast aluminum grids . . . no greasing . . . solid brass frame . . . nickel finish . . . cool lifting handles . . . concealed fiber feet . . . designed with overflow rim . . . complete with 6-foot cord and new small plug.



THIS
\$8.50 PERCOLATOR

Royal Rochester quality. 7 cups, 1 piece copper body finished in heavy polished nickel—latest type pump . . . easy to clean . . . cool, comfortable, ebonized wood handle . . . fuse protection . . . concealed fiber feet . . . 1 piece spout . . . 6 foot cord with small plug.

All \$22.00 worth
for only \$11.95
95c Down
\$1.50 Monthly

On Display at the Gulf States Store
you'll find this extraordinary value.

Gulf States Utilities Co.

*Here's Mr. Walker's
Message - - - - -*

The Merchandise Department makes its greatest effort in February. They will set out to sell 3000 appliances—1000 toasters, 1000 percolators, 1000 waffle irons—all in one month's 28 days.

They will need, and on their behalf I ask, your full cooperation. These three appliances, totaling \$22.00 in value, will be offered as a group at \$11.95, a saving of \$10.05 to our customers. Terms will be \$.95 down and \$1.50 per month.

Please familiarize yourself with this merchandise and whenever and wherever you have an opportunity pass the story of the great 3-appliance sale along to your friends and acquaintances.

L. C. McClurkin Accepts K. W. H. Champions Trophy

"The contest was a happy idea. We have only to look at the figures to see that it was a great inspiration and produced fine results. And on behalf of the fellows who made the winning of the contest possible, I want to thank you and say that anytime you have another contest we'll be ready to go."

In these words, more or less, L. C. McClurkin, Superintendent of Sales in the Navasota Division, accepted the K.W.H. Championship Trophy that was the prize of last fall's Home K.W.H. Campaign. Presentation was made by President Walker at a dinner meeting of Superintendents and members of the Sales Department at Huntsville the evening of January 9.

In making the presentation, Mr. Walker declared that there could be no losers in a contest such as the one just ended. "Even the losers have won something by virtue of being in the contest and making the fight," said Mr. Walker.

Following the presentations, Mr. McChesney complimented all of the Sales Departments for the fine records they had made. Short talks were made by C. V. Merriam, superintendent of the Navasota Division; F. Parker Allen, representing the Beaumont Division; J. B. Bishop, representing the Port Arthur Division; and Messrs. Reeves and Sproule of the Louisiana Division. Fred F. Johnson was toastmaster.

In presenting the pennant, Mr. Walker pointed out that it is the small home users, not the large ones, who complain. He pointed out that we have 92 customers who use more than 5,000 kilowatt-hours per year, 618 who use between 2,000 and 5,000, and that the average home kilo-watt-hour figure for 1930 was 491. He expressed a great deal of pleasure at the results achieved by the contest and expressed the hope that a new contest might be worked out in the near future in which all four Divisions of the Company might participate.

Get In To Win!

The Public Speaking Contest of the National Electric Light Association is one of the finest incentives we have to become better acquainted with the utility business in general, and with our own Company, and I am very gratified to learn that 169 Gulf States Utilities Company employees have entered the contest. Only one can win the final award, but everyone who participates can get a great deal of good out of the contest for himself and for his Company if he will get down and dig out the material and prepare himself to do the best he can.

Last year quite a few of those who entered the Contest failed to compete for one reason or another which probably seemed important at the time. This year no one should let anything short of a serious happening prevent him from doing his best to reach the top in this contest. With 169 entrants, let's have 169 final contestants. The more there are, the harder the winner must work; and the harder the winner must work, the better he will represent the Company. We will all watch the results with a great deal of interest.

TOM P. WALKER

Superintendents!

Your Reports for the 1930 Progress Award must be in before February 15.

Five Stars

Gold Star Record Beaumont Division

Operator	Stars	Operator	Stars
Adams, W. E.	3	Hughes, W.	8
Ahrendt, W. H.	4	Hudler, L.	4
Bagley, J.	5	Jones, T. J.	1
Beasley, R. M.	4	Kendrick, R. L.	4
Beeson, E. L.	1	Kotulan, J.	1
Blanton, R. E.	2	Lazenby, C. N.	6
Brown, T. F.	1	Lacouture, L.	4
Crain, C. R.	1	Lloyd, J. D.	3
Cox, A. W.	2	Mayton, J. W.	4
Coggins, W. L.	4	Monroe, B. F.	4
Cosper, D. E.	4	McBride, C. A.	7
Cosper, T. A.	8	McDaniel, C.	1
Christopher, A.	6	McMillen, C. A.	3
Claiborne, R. L.	2	New, F. A.	1
Claiborne, W. H.	2	Philpott, W. E.	3
Daugherty, H. L.	2	Perryman, F.	3
Davis, H. E.	8	Rogers, R. C.	4
Deaton, J. H.	1	Rohwedder, J. F.	2
Duhon, D.	6	Smith, G. A.	8
Eakes, J. A.	2	Stephenson, V. M.	1
Erwin, A.	2	Stout, R.	3
Fedd, W. O.	3	Turner, W. G.	4
Ferguson, I. H.	2	Tiller, H. Q.	4
Frost, E. R.	6	Tiller, W. A.	2
Gordon, F.	1	Tucker, Leo	6
Goza, H. H.	6	Waters, B.	1
Herring, E. E.	5	Wooley, E.	6
Gaskin, F. B.	4		

Port Arthur Division

Abshire, P.	2	Knight, M.	2
Davis, T.	2	Landry, J.	2
Drews, W. A.	2	Lusted, H.	2
Fuller, A. L.	2	McNeil, E. H.	1
Gibson, T.	3	Marcantel, W.	1
Hamilton, J. E.	2	Melanchon, P.	1
Hargrove, F.	1	Merritt, H. E.	3
Hebert, W.	2	Mills, C.	1
Huff, Geo.	2	Thomson, W.	1
Johnson, A. E.	2	Steed, L.	1

Honor Roll

Trainmen Who Have Not Had A Chargeable
Accident For A Period Of 12 Months Or Longer

Beaumont Division

Months

103 T. A. Cosper	45 J. D. Lloyd
103 H. E. Davis	42 W. O. Fedd
68 C. A. McBride	37 C. A. McMillan
56 L. Tucker	33 D. Duhon
52 G. A. Smith	33 R. C. Rogers
49 W. H. Ahrendt	31 J. F. Rohwedder
49 L. Lacouture	31 R. Stout

January Plain Talks



E. E. Herring

Another Five Star man for Beaumont! E. E. Herring completed his fifth no-accident year in October. He is an old timer, having operated street cars for the company for ten years.

Months

29 W. H. Claiborne
25 A. A. Erwin
23 T. J. Jones
21 F. A. New
18 E. R. Frost
17 E. Wooley
15 J. H. Deaton
14 R. M. Beasley
14 E. E. Herring
14 C. McDaniel
13 E. L. Beeson

Port Arthur Division

35 M. Knight
35 A. Fuller
34 Geo. Huff
34 W. A. Drews
19 J. E. Hamilton
18 T. Davis
15 T. Gibson
14 J. Landry
14 P. Melancon
12 A. Johnson

Bill Beaumont Speaks To His Public on Service

What one "Regular" Thinks of Another

Beaumont, Tex., Jan. 23, 1931.

Mr. O. W. Gaines:

Dear sir, possibly you think that I am taking great liberty in writing you concerning a matter that possibly you are already aware of, nevertheless I am not a person that would throw bouquets without a just cause. I have reference to the operator of the Pinecrest bus, P. E. Kenedy.

My family and I ride the bus regularly and I wish to congratulate you on having so fine and courteous and considerate a man in your employ, to serve as a medium between the critical public and your company.

He is courteous and considerate without a fault and it is a pleasure to ride with him. It is a common thing to hear other riders commenting on his courtesy and consideration for others.

I can relax and feel at ease whenever I am on his bus because I feel that he is fully competent and efficient in the performance of his duties, and have the utmost confidence in his ability to handle his bus safely.

I can see only a great future in store for you and your company if you have many such operators in your employ.

I do not care to give my name as I am not sure that Mr. Kenedy would appreciate me writing this, however if at any time I can say a good word for you and your company I will be glad to do so.

—A Regular Rider.

"A Corner of Sweetness and Light" -- -- --

"Dear Bill: All you get in your corner are griefs and gripes. Why not a tiny boost now and then? Bubbling over at this time with appreciation and recognition of good service and courtesy, I cannot refrain from telling it to somebody—and as usual—Bill is the goat.

Street cars and city buses are subjected to so many unjust criticisms from time to time that it behooves anybody who might have a bouquet for the fellows who operate these conveyances to come out in the open and say something about it.

I live on a car line and ride street cars four times a day. Am only a buck private in the ranks but I can assure you, Bill, I get the same consideration as would our most prominent citizens. Often on the run I have noticed the operator slow down in the middle of the block to allow one of his regulars time to make the corner. One of those fellows backed up a quarter of a block (a rainy day) to pick up a little school girl, another regular. Bill, that's doing the right thing and I don't mean maybe. It surely scores big with me. Ain't that sumpin'?"

Dat am sumpin' and I have the biggest notion in the world to print your note for the wide world to see and add that you were restrained in your praise of these patient and courteous fellows, who do their darndest to please a catankeraus public. And yet if I followed this impulse I would be scorned by many self-righteous individuals who would see in this gesture an evidence that this sanctimonious scrivener had, at last, been corrupted by the power trust. And I ain't never been corrupted by anybody-much. I think I shall strike a noble pose, buckle on the breastplate of righteousness and remain pure and incorruptible. But if I said what I really thought—and wasn't scairt of public opinion—I would add that the fellows who operate the street cars here are, in a large measure, responsible for the kindly feeling the public retains for the local power company. And if that be treason, bring on your broadest and sharpest axe.

BILL B. BEAUMONT.

January Plain Talks

Line Crew Sets Great Accident Record

Congratulations



H. E. Braunig, right, Superintendent of Transmission and Distribution, congratulates Line Foreman J. O. Potts on the great record of his crew as W. V. Holik, left, looks on with approval.



Neches Station Notes

The Neches Power Station Employees entered in to the Christmas Spirit by presenting L. L. Hirsch a hand bag and M. B. Marshall a matched bill folder and key ring set.

L. L. Hirsch, A. J. Reed, and R. S. Burges and families journeyed to their respective home towns for Christmas.

The jugs that contain "Christmas Spirit" seems to hold a hair restorer too—according to one of our electricians.

It seems that the number of single men here will be decidedly decreased in the near future due to the number of trips "Water Detective" Bradshaw is taking to Houston, the manner in which a certain young lady is using "Artist" Matson's car, and the consistency of Bob Hayne's courting out in South Park.

We have a bunch of "cheerful liars" in our midst. Several men took Mr. Luther, Stone & Webster Meter Man, on a duck hunting trip. During the morning ONE DUCK flew over and everyone took a shot at him. Natural conclusion: the duck was frightened to death.

No Lost Time On Big Job

H. E. Mortimer
Distribution Department

We have something to be proud of. Our line crews have proved within the last few months, that it is possible to build a first class transmission line over rough country without an accident. This new line extends north to Colmesneil, picking up a pumping load near Chester, making service available to the towns of Colmesneil, Chester, Warren, and Hillister.

The length of lines built amounted to about sixty miles. It required 24,266 man hours to complete this job.

An average of thirty-five men worked ninety days under severe conditions. These men were away from headquarters, living in small towns hardly prepared to accomodate them. The strain to complete the line within the agreed time was heavy; the men worked overtime and often double time. Construction was slowed down by difficulties in securing right of way; several times the crews built line as far as the secured right of way extended and had to stop until more right of way could be obtained.

There are many ways by which men can be injured on a construction job of this kind. Strained backs may result from lifting. One has to watch out to keep his fingers and toes from getting mashed. There is always a chance that someone will slip on a pole and come sliding down in a hurry. Linemen are careful about letting tools, insulators, and other objects fall from up the pole while they are working up there, but sometimes something does get away from them and the groundmen have to be on the lookout to keep their heads from being hit.

A safety kit was included in the equipment of each truck, and the men were prepared to dress any small injury. As a result of being careful, properly supervised, and prepared to take care of minor scratches, not a man lost any time due to an accident.

Transformer Tests Insure Better Service

By A. F. Briggs
Distribution Department

Have you ever wondered what the Distribution Department does when it tests a transformer and just why they should do it after dark?

Because of the much wider use of electrical appliances and because of the addition of new customers to our lines, it is easy for certain transformers in different sections of the city to become overloaded each year. For this reason, every transformer on our distribution system that carries any appreciable load is tested at least once a year.

Strange things may happen when a transformer is overloaded. The voltage of the transformer drops, and the customer farthest from the transformer notices that his lights flicker, that they don't seem as bright as they should be, that his electric radio doesn't function well, that his electric waffle iron seems awfully slow in heating, or just will not get hot at all, and he may note many other similar troubles.

Since most people are using their electric lights after six o'clock at night and are using other electrical appliances more than during any other period of the day, all transformer testing is done between 6:00 and 8:30 P.M., for this is usually the best time to find a transformer overloaded.

Two men are required to perform each test—one, the man on the ground who reads the two meters used, and the other, the lineman who attaches the meter leads to the transformer on the poles. The load which the transformer is carrying is calculated from the two meter readings.

Many queer experiences are gone through in transformer testing. To get to some transformers it is necessary to go up long dark alleys impassable for a car because of mud and often even hard to get to on foot because of weeds waist high, to climb numerous fences, or to scare off barking dogs while trying to perform the test.



G. B. Oglesbee, lineman and R. O. Hopkins, distribution engineer, making a transformer test in Beaumont.



At nearly every test there are a few interested spectators. This is especially true in the colored sections of the city where they either suspect that their lights are being cut off or are just naturally curious to see what the mysterious instruments are which are being used in the company car.

One interesting test was made on Brooklyn Street, near Lincoln, where a number of very curious colored faces had come right up close to the car. The lineman on the pole called down, "Are you ready?", as was customary before he connected the meter leads to transformer, and the man on the ground, instead of merely replying "Yes," answered "Let 'er go!" Never has there been a madder scramble for safety than those colored folks made in getting away from that car.

Public Speaking Contest Draws Big Entrance List

The N. E. L. A. Public Speaking Contest this year has drawn 169 entrants representing every department of Gulf States Utilities Company. Last year the Company had the largest registration of any in the Southwest Geographic Division and the winner. W. A. Sherman, placed third in the state competition. Among this year's contestants are M. R. Kunitz of Port Arthur and Julia Peterson of Navasota who were second and third place winners last year. Mr. Sherman is barred by the rules of the contest from entering again. This year it is hoped that our representative will again win high honors.

The actual contest begin February 23 and the company winner will be known by March 5.

A complete list of entrants follows:

Beaumont

Accounting Department

Joe Blanchard, W. T. Buckley, W. J. Campbell, W. H. Caswell, H. C. Davidson, I. B. Dawson, A. T. Denton, E. E. Engman, J. P. French, L. R. Futch, A. G. Fontana, J. C. Genaro, W. T. Hardy, L. J. Himel, A. J. Johansen, C. J. Jordan, W. D. McGraw, M. A. Merchant, S. D. McLemore, J. E. Nelms, B. J. Orrick, J. P. Peveto, H. P. Robichau, W. T. Ricks, H. A. Travis, Bob Vernon, A. A. Westbrook, H. R. Weaver, V. E. Davis, W. G. Chamberlin, H. R. Rafferty, S. A. Brulard, Fred Grimes, Joyce Cowser, O. Jacobson, Bob Scott, W. P. Allphin.

Commercial Department

F. L. Quaidy, I. B. Johnson, L. N. Brannan, J. L. Neal, C. B. Barron, R. A. Honsberger, W. B. Richardson, T. A. Houston, G. W. Causey, W. J. Cockrill, R. M. Andrews, P. J. Guelfi, O. G. Floyd, V. P. Gayle.

Engineering Department

A. F. Nelson, R. B. Cruise, C. M. Scott, F. E. White, C. L. Arthur.

Production Department

W. A. Whitten, Robert Guidry, W. L. Straughn, J. E. Roche, Ray Gay, L. R. Eddins, M. F. Knoy, R. F. Sorrells, W. Spence, W. S. Simonds.

Distribution Department

Louis, Legneck, J. B. Coltharp, Martin Zoller, N. C. Spencer.

Women's Division

Beaumont:

Frances Emmer, Muriel Lamkin, Mary Lou Block, Elizabeth Erickson, Ada Shaddock, Ruth Wilbanks, Irene Rouse, Jane Adams, Eliza Bryan, Agnes Armistead, Marion Bridge, Docia Moore, Mary O. Lilyerstrom, Pearl Krauel, Dorothy Stahl.

Port Arthur:

Mrs. R. L. Carter, Mrs. Estelle Longman, Hyacinth Eden, Mamie Voyles, Mrs. B. H. Barnes, Mrs. Virginia McInnis.

Navasota Division:

Imogene Seeley, Julia Peterson, Annie F. Spann, Wilton Edwards.

Port Arthur Division

A. F. Gager, Herbert Mann, J. O. Lively, C. F. Lively, L. E. South, M. G. Thompson, Y. L. Hughes, K. P. Brock, M. R. Kunitz, A. J. Cooper, S. C. Holik, J. D. Jordan, Lee Hyatt, Albert LeBlanc, C. C. Roper, F. M. Peveto, W. H. Stover, H. G. Dunniven, O. H. White, L. E. Stafford, F. L. Davis, Jr., Wendell Dunham, Arsey Borne, C. Arisco, E. E. Figari, H. G. Fitzgerald, A. Boutte, Cleburn Bean, L. C. Pace, R. C. Perdue, J. Thornton, W. R. Walker, H. C. Zabriskie, C. S. Keith, Chas. DeCuir, J. G. Glidden, George Minton, W. W. Phillips, J. H. Watkins, R. K. Wilkerson.

Navasota Division

Milton T. Potts, W. G. Clarke, R. F. Murphey, I. C. Moore, A. B. Wilson, Wm. A. Scott, W. S. Dixon, L. T. Guenzel, A. R. Wilson, S. R. Hereford, G. B. Boswell, W. E. Earthman, W. C. Sadler, R. C. Wakefield, C. M. Fleming, I. F. Daniel, G. G. Hollinshead, J. F. Odom, J. H. Cates, W. E. Dinkins, J. M. Henry, W. M. Irwin, Leroy Hardy, W. T. Thagard, E. H. Little, V. B. Hereford, E. A. Bode, C. O. Drennan, L. M. Welch, L. Goodwin, B. E. Barrett, E. H. Pintsch, J. P. Knapp, R. E. Tucker.

Beaumont Host to N.E.L.A. Safety Meet



More than 100 men from the 20 member companies of the five states in the Southwest Geographical division of the National Electric Light association attended the annual safety meeting at the Hotel Beaumont January 16 and 17. The meeting was planned by H. E. Braunig,

Superintendent of Distribution and Transmission, and Vice President C. F. Terrell, and was given over to the problems of the line foreman. It was a marked success and said by those in attendance to be one of the most profitable ever held in this division.

Thousands and Thousands! New Home Service Workers



A. A. Westbrook, merchandise store-room clerk, and Victor Gayle, who directs floor sales in the Beaumont store, stand amid a solid carload of waffle irons, percolators and toasters that are to be sold in February. One thousand of each!

The special offer made on the triple combination is one of the most unusual ever made by the company. Complete details can be found on page two.

After a year of home service work in all parts of the company's territory, Mrs. W. A. Browne, demonstrator for the Westinghouse Electric and Manufacturing Company, has returned to Dallas, where she will engage in similar work.

Mrs. Irene Roderick has taken up the duties of Demonstrator in the Navasota Division and Mrs. Maymie Voyles in Port Arthur.

With Mrs. Browne go the best wishes of a host of friends in and out of the company and to Mrs. Roderick and Mrs. Voyles Plain Talks extends congratulations as they begin their new job.

D. R's Win Cash Prizes

The climax of a unique "Let's Play Santa Claus" contest on General Electric Refrigerators was reached at the meeting of department heads at the Hotel Edson in Beaumont January 19 when President Walker drew three names from the hat. First prize of \$50 went to Ellis Taylor the new D. R. at Liberty and Dayton, while Doc Charlton and Sam Houston, Beaumont D. R's. won second and third money, \$25 and \$15 in cash.

A Perfect Day



This picture does more justice to the ducks and geese that L. E. Thorne, "Fill" Fillingame, Eddie Granau and their partner killed on a recent hunt than it does to the hunters. The Port Arthur nimrods evidently look for a long, hard winter.



New Fad

"Fig" Figari recently started a new pajama fad in Port Arthur. One Sunday morning "Fig" entered Fuller's Cafe, nonchalantly carrying overcoat over left arm, and as he went to hang coat on hook over table, a pair of hot pajamas fell to the floor. Three girls fainted as "Fig", coloring all over, made a hasty exit through the front door.

For further particulars, call Mr. Brock.



Get the Deposit

Mrs. Bess Carter has at last decided to make it hard on those wishing to make application for employment with our company, by asking for a \$5.00 deposit:

The following conversation took place in the Port Arthur office recently:

Young man to Mrs. Carter: "Where do I go to make application?"

Mrs. C.: "Right here".

Mrs. C.: "Where do you live . . . ?"

"What is the name, please?"

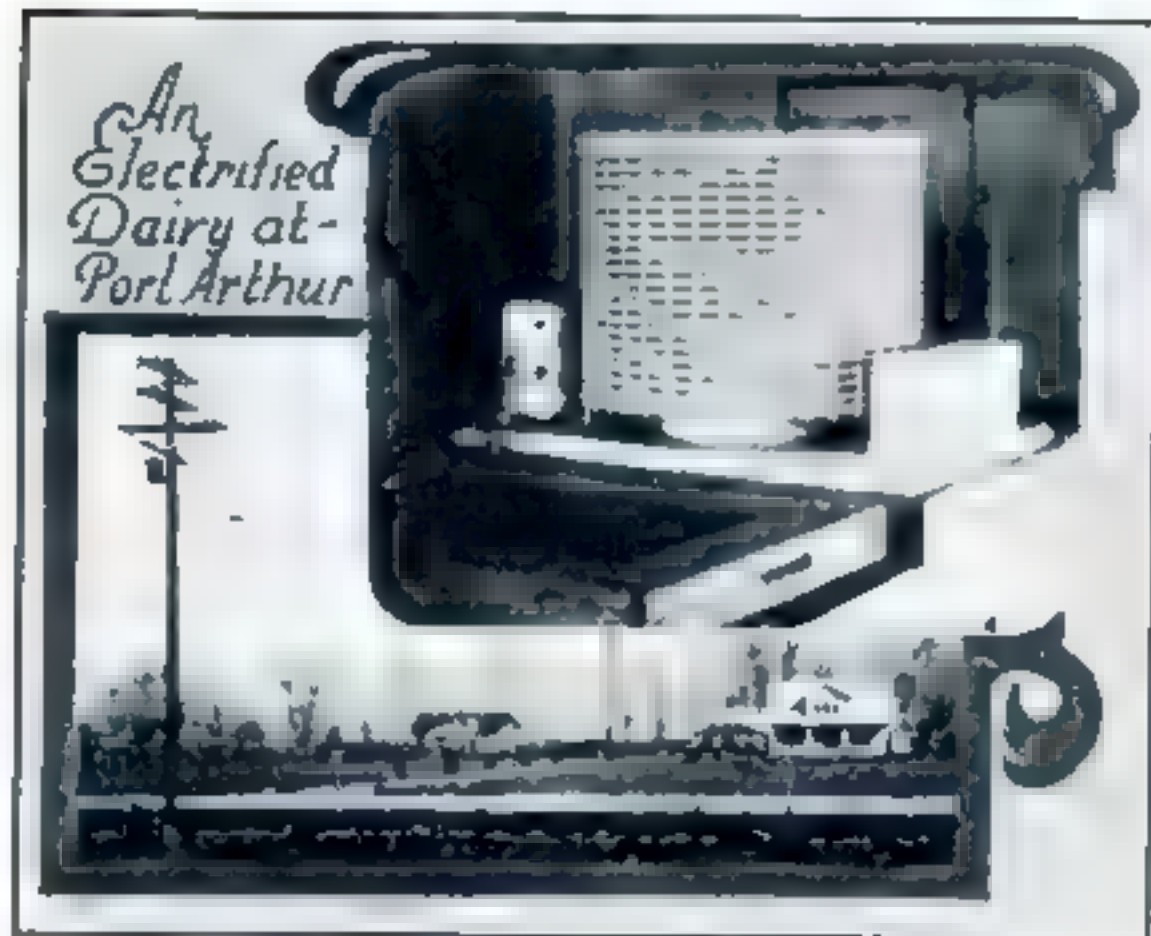
"\$5.00, please".

Young Man: "Oh! does it cost \$5.00?"

Mrs. C.: "Yes."

Young Man: "I haven't worked in several months, and I do not have the money, so I better just let the applica-

A Good Customer



The Walter Beaumont Dairy at Port Arthur is a booster for electrified dairying. The pictures show their home and dairy, eight miles from town, with the Company's lines running in to supply not only the General Electric milk cooler shown, but a Westinghouse Range, a water pump, and a G. E. Refrigerator in the kitchen.

tion go."

Mrs. C.: "It's the customary way, and we can't connect your lights without a deposit".

Whereupon the young man made himself clear that he wanted to make application for a job—and not lights!



Blackie DeCuir of the Sales Department was laid up for a few days during the holidays due to a minor operation.

Mr. Bishop just returned from Huntsville where Navasota was awarded the prize pennant for the K.W.H. contest. Pat says he wasn't embarrassed by the big pants however as he just put them off on Lake Charles.

After many trials and tribulations the Port Arthur boys exceeded their bogey for 1930.

Hebert (appliance repair man) has been in Nederland for the past week refinishing and inspecting our GE refrigerators sold there.

HARD TIMES ARE OVER

Babin gets a new suit; Fred Davis gets a new Chevrolet; Henry Smith a new Plymouth, and Hy Edens a new fur coat. Joe Cooper says his financial affairs have improved.

Pertinent Personals

from Port Arthur - -

O. H. White really celebrated the New Year with the arrival of Milton Wade at his house December 31.

L. C. Pace of the Power Plant has at last bought a new home at 2821 Thomas Blvd. Mr. Wilkerson tells us that Pace moved five times last month and that even his telephone operator was two addresses behind in keeping up with him. We are glad that Pace has found it convenient to settle down.

With the beginning of 1931, all trouble calls are being taken down at the Engineering Department with S. C. Holik on the job, instead of by the switchboard as formerly. This new system is taking some of the heavy traffic off the switchboard operator's hands during the day and Holik tells us that the average time per call is going to be cut down this month.

H. C. Zabriskie used to make it from Beaumont to Port Arthur in 16 minutes on his motorcycle. He traded it for a car the other day and in trying to beat his record, the connecting rod failed. Zabriskie said the thing would run all right up to 65.

New Yard Lights

The six new yard lights at St. Mary's Hospital give this building a very attractive and well lighted appearance at night. In fact the original order only called for four lights but the Hospital authorities were so well satisfied with these that an order for two more lights was given immediately. The Port Arthur Distribution Department made the complete installation of these lights.

The new Public Speaking Contest is going great in Port Arthur. In fact, over 40 contestants have already signed up with the Engineering and Meter Departments entering 100%.

The new N. E. L. A. course in accounting starts Monday, June 12th from 5:00 P. M. to 6:00 P. M. with 15 members enrolled. Fred Davis is instructor with sole duty to answer all questions asked.

Mamie Voyles to be Home Demonstrator

Mrs. Mamie Voyles has returned from Mansfield, Ohio where she took a Home Service Course at the Westinghouse Range School there. This course lasted two weeks. She also went to Cleveland, Ohio.

Mrs. Voyles will be in charge of the Home Service Demonstration work here in Port Arthur. The purpose of this new department will be to furnish new service to our customers and give them a better understanding of the use and value of electrical appliances in the home.



Mills - Morris

Clark Mills pulled a big surprise on the boys over in the Transportation Department when he got married shortly before Christmas. In his hurry and excitement to catch a train he mistook his wife's gown for his neck scarf and the station agent put the boys wise. Mr. and Mrs. Mills are at home to all visitors at 246 Mobile Avenue.



H. T. Smith of the Ice Department has been transferred to the Accounting Department.

Jules Naquin tells us that he and his family enjoyed a very nice Christmas in Shreveport.

All of the old Consumers Ice Wagons and trucks have been painted with the shining G. S. U. Co. color and are ready for the coming summer ice business.

As a result of dates during the recent A. & M. Xmas banquet, E. E. Figari and K P Brock had a song dedicated to them over KFDM by two charming young ladies. The title of this song was "If I could be with you one hour to-night."

Company Basketeers



With the league race just getting under way the Gulf States Utilities Company team has shown promise of providing plenty of strong competition, mixing speed, height and experience to advantage. The squad above includes, left to right, front row, Elmer Engman,

manager, A. J. Fichtner, forward, Bill Buckley, guard, Andy Poulson, center, D. C. Storey, forward, J. A. Kirwin, guard; back row, Fred Grimes, guard, E. E. Price, forward, Robert Roy, captain and guard, Ray Gay, forward, Vernon Davis, guard, and O. G. Floyd, coach.

Company Leads State in Number of Speakers

Here's an idea of how Gulf States Utilities Company stands in the number of entrants in the N. E. L. A. Public Speaking Contest. The figures show most of the Texas companies, and our company has more entrants than the combined total of any other three companies reporting so far.

NAME OF COMPANY	NUMBER OF ENTRANTS		
	Women	Men	Total
Central Power & Light Co.			70
Dallas Power & Light Co.	7	4	11
El Paso Electric Co.			65
Gulf States Utilities Co.	24	145	169
Houston Lighting & Power Co.	13	24	37
Southwestern Public Service Co.		5	5
Texas Electric Service Co.			1
Texas Power & Light Co.	5	10	15
Total..			373

A Good Start

As we go to press, a check on the accident reports shows that the Operators are making a good start for the new year on accident control. The Beaumont gang has registered 12 no-accident days while the Port Arthur boys had had 24 out of 31 days without an accident!

Storey-Lane

D. C. Storey of the Beaumont Engineering Department and Miss Mary Lane of Normangee were married Christmas day at Navasota. They will make their home in Beaumont. A shower of electrical gifts from the boys in the department met them on their return. Plain Talks joins the many friends of the newly-weds in wishing them the best..

New World Series Contest Announced

Off to another World Series Refrigerator Sales Contest! Who will win the coveted trip this year?

Every District Representative and every superintendent who was in the torrid contest last year is all set for another record breaking year in refrigerator sales with this trip as an incentive. If there's any doubt about whether the trip is worth the effort, a talk with Marcus Andrews, who made the trip to Philadelphia in October, will settle the question.

Sales Department leaders have been hard at work on the contest bogies. Every man will know within a few days what his bogie will be. Last year 815 General Electric Refrigerators were sold in the Texas Division. This year it is hoped to sell an even thousand.

It will not be so big a job if the same cooperation from all the other departments is given this year as was so generously given in 1930.

It is part of the year's program to increase the average home KWH consumption of the Texas Division from 491 to 575. Selling 1000 G.E.'s. would go far toward making that possible. It is a job for the whole company. Learn about electric refrigeration. Talk about it. Use it! And when the end of the year rolls around we can look back on another great record.



Salesmen Discuss Year's Program

The sales program for 1931 was the keynote of the sales meeting held by the Beaumont, Port Arthur and Liberty divisions in Beaumont December 30. Commercial Manager P. E. McChesney opened the program with an inspirational talk on why we merchandise, pointing out that the more appliances which we place in service on our lines, the more our customers depend on us for electric service and the more they use.

President Walker told the intensely interesting story of the Stone and Webster organization of which Gulf States Utilities Company is a part.

The responsibility of collections and

Calvin Coolidge Says:--

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Northampton, Mass., Jan. 5.—Another proposal to be made in the name of relieving unemployment will undoubtedly be an extension of government ownership. Healthy and normal employment consists of serving another for his personal satisfaction or profit. As the government is not personal, its proper business employment would be for those serving for its profit. Public works are on a different footing and need not be considered.

For the wage earners to benefit in time of general depression it would be necessary to assume that government ownership would prevent fluctuations in the business in which it engages. Our largest government business is the post-office, in which the receipts rise and fall extensively.

If it is assumed that payment of wages will go on without work, that is not employment. Then no one should work.

The government has never shown much aptitude for real business. The Congress will not permit it to be conducted by a competent executive, but constantly intervenes. The most free, progressive and satisfactory method ever devised for the equitable distribution of property is to permit the people to care for themselves by conducting their own business. They have more wisdom than any government.

Calvin Coolidge.

the handling of cash was discussed briefly by Comptroller Williams.

"We've got the goods. They're good goods. Let's sell 'em!" declared Vice President C. F. Terrell in concluding his talk on the production, distribution and sale of Kilowatt-hours. He gave the economic advantages in central power station operation and discussed some of the common problems met in dealing with the public.

The program also included talks by A. B. Hays, J. B. Bishop, and Mrs. W. A. Browne on the larger appliances, by Bennie Stagg on merchandise accounting, by Hal Luce on the sales program for 1931 and sales promotion by Kenneth Sutton. F. P. Allen, superintendent of merchandise sales in Beaumont recounted the story of sales in 1930 and discussed this year's bogies.

STONE & WEBSTER SERVICE CORPORATION

49 FEDERAL STREET, BOSTON

January 22, 1931.

Mr. T. P. Walker,
Gulf States Utilities Company,
Interurban Building,
Beaumont, Texas.

Dear Tom:

1930 SALES RESULTS

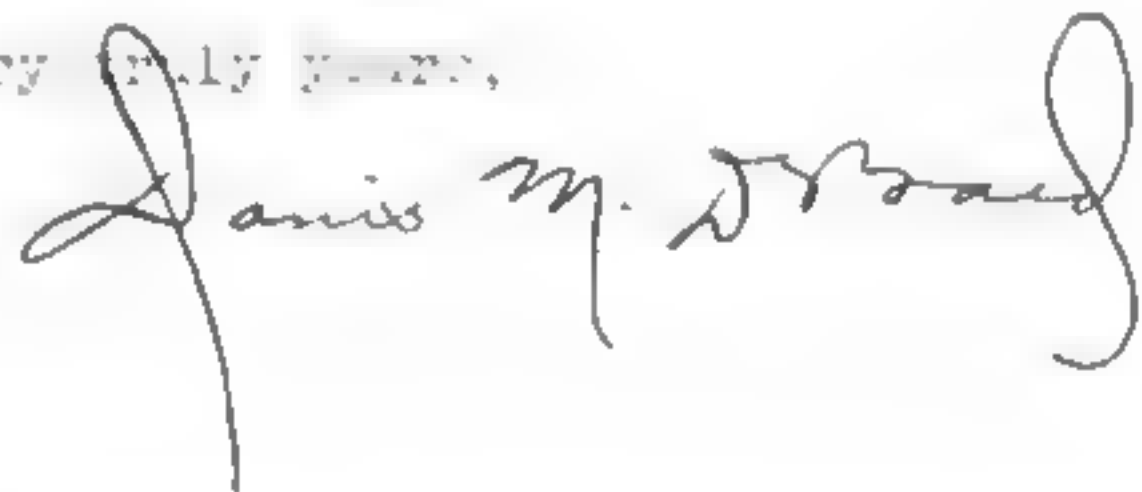
I have just received the December Operating Report containing the twelve months sales results by items. I wish to congratulate you and through you Mr. McChesney and the sales department on the splendid job that has been done this year.

To sell 454 ranges in 1930 against 329 in 1929, 99 water heaters against 28 and 815 refrigerators against 603, each of which has exceeded the bogey, is a splendid job well done. This, too, is reflected in actual kilowatt hours per customer which shows an average increase of 76. This is more than 60% above the increase in the national average.

I find also that splendid work has been done in the commercial lighting and industrial departments, all of which will result in added earnings for 1931.

Again congratulating you and with best personal regards, I am

Very truly yours,



*Stone and Webster Sales Engineer
Compliments Company Sales Results*

The above letter from Mr. Davis M. DeBard, sales Engineer for the Stone and Webster Service Corporation, scarcely needs comment. It tells again the story of results that made 1930 a year of achievement.

The Commercial Department has set an aim even higher for 1931. A goal of 575 KWH per home customer will be worked for which means that through the cooperation of all departments 1000 new General Electric Refrigerators and 500 Westinghouse Automatic Ranges will be added to the lines in addition to a large volume of small appliances.

N. E. L. A. Announces 1931 Prize Contests

*Did You Know
that*

Announcement of the prize awards by the National Electric Light Association for 1931 has been made.

The papers, which deal with problems of the light and power industry, may be submitted by any person employed by a company having membership in the NELA. Employees of our company are therefore eligible.

Papers must be original work of the author or authors, prepared exclusively for this competition. Papers may be of any length and pen and ink drawings or photographs suitable for reproduction may be included. Papers must be type-written on one side only, and must be in the office of the NELA on or before April 1, 1931. Announcement of the winners will be made at the annual convention of the NELA June 8 to 12, at Atlantic City.

Prizes offered are as follows:

Martin J. Insull Prize. A cash award of \$250 donated by Mr. Martin J. Insull, president of the Middle West Utilities Company, for the most meritorious paper dealing with Public Relations in the Electric Light and Power Industry.

Henry L. Doherty Prize. A gold medal donated by Mr. Henry L. Doherty, president of Henry L. Doherty and Company, for the most meritorious paper on any subject relating to the Electric Light and Power Industry.

H. M. Byllesby Prizes. Cash awards of \$250, \$150 and \$100 donated by H. M. Byllesby and Company, in memory of Colonel H. M. Byllesby, for the three most meritorious papers showing how to increase the usefulness of the accountant in the Public Utility Industry.

James H. McGraw Prizes. Cash awards of \$250, \$150 and \$100 donated by Mr. James H. McGraw, president of the McGraw-Hill Publishing Company, for the three most meritorious papers on any engineering or technical subject relating to the Electric Light and Power Industry.

James E. Davidson Prizes. Cash awards of \$250, \$150 and \$100, donated by Mr. James E. Davidson, president of the Nebraska Power Company, for the three most meritorious papers dealing with commercial or merchandising problems of the Electric Light and Power Company.

Gulf States Utilities Company serves a territory as large as four New England states combined—Massachusetts, Rhode Island, New Hampshire and Connecticut.—with a population density of 30 inhabitants per square mile. (If density of the territory were as great as that of Massachusetts, the population would be 16 times as great) . . .

—and 41,185 meters have to be read each month and bills sent out to electric customers . . .

—there are also 1817 gas customers and 6705 water customers . . .

—in 1930 the Company generated and purchased 293,365,397 Kw-h. of electricity . . .

—and 91,686 tons of ice . . .

—and 103,944,000 cubic feet of gas . . .

—the residential users averaged 496.3 Kw-h. per customer in 1930 . . .

—being led in this particular by customers in the Navasota Division who averaged 562.4 Kw-h. per home customer while the Louisiana Division was second with 534.2 . .

—the Company as a whole at the beginning of the year was still 51 Kw-h. per home customer below the national average of 542 Kw-h. . .

—in the Texas Division alone last year the average home Kw-h consumption was raised from 414 for the 12 months ending January 1, 1930, to 491 for the 12 months ending December 31,

—this was made possible by the wholehearted work of the Merchandise Sales Department which turned its complete stock 3.6 times during the year, an improvement over 1929 of 80%, and resulted in the sale of an appliance to one out of every 2.4 residential customers . . .

—among the appliances were 3023 electric irons . . .

—and 1153 percolators . . .

—and 1144 electric fans . . .

—and 929 waffle irons . . .

—and 815 General Electric Refrigerators . . .

—and 725 toasters . . .

—and 454 Westinghouse ranges . . .

—and 154 washing machines . . .

—and 99 water heaters . . .

—gross sales were increased 14.1% on a merchandise advertising expenditure which was 13% lower than the previous year . . .

Meet the Meter Men



Walter Brader and C. W. Ingraham, assistant superintendent and superintendent of the meter department in Beaumont start the year with a big grin.



Distribution Department

Cynthia Ann is the name of the daughter born to Mr. and Mrs. W. H. Brader Sunday, January 4.

The middle of February, Jim Coltharp, of the Distribution Department, will be married to Miss Mary Alice Theriot of Vinton, Louisiana.

W. E. Herrin of the Service Department presented to each married member of his department a big fat hen dressed for Christmas.

H. E. Mortimer has purchased a new automobile.



Neches Station

Mr. and Mrs. L. O. Jones are now proud parents of little Lawrence Ora Jones, Jr. He got here just in time to be a year old this year, being born December 31st. He weighed nine pounds. Jones says he has to work two shifts now, one at the Neches Station and one at home with the baby.

Bonin says, "This eleven to seven watch isn't so bad in the winter time. You don't have to get up these cold mornings. You are already up!"

Garland Strong is taking one week of his vacation under his Ford. He has already announced that he'll have plenty of parts for sale.

Ray Gay says that he guesses it must be a great life but those spats don't look so much at home in a power plant.

M. F. Knoy has been transferred to our department from Lake Charles. He is assuming his duties in the department office, or at least that's where he's making his headquarters for he's spending the biggest part of his time in the plants doing investigation and test work.

Monte Marshall, the department's only feminine employee, came to work the morning after the big dance with a sprained elbow. She said a fellow fell against it!



Accounting Department

The stork played Santa Claus in the Accounting Department. He presented Mr. and Mrs. W. D. McGraw, Jr. with Marilyn Mignonette McGraw on November 19; Mr. and Mrs. H. V. Scanlon welcomed Martha Elizabeth Scanlon on January 12; Mr. and Mrs. H. P. Robichau greeted Catherine Imogene Robichau on December 10, and Mr. and Mrs. Paul Harcastle announce the arrival of Frank Martin Harcastle on January 3rd.

HOME FOR CHRISTMAS

W. O. Murchison to Grapeland; Carl Jordon and wife to Troupe; Agnes Armistead to San Antonio; H. C. Davidson to Milam; Mr. and Mrs. W. J. Cockrill and M. O. Merchant to Hull; W. J. Campbell and wife and Eloise Guidry to Abbeville, Louisiana; Joyce Cowser to Athens, Louisiana; Lourah Mae Bell to Pineland; Nita Hogan, Fleta Bell Denton, and A. J. Johansen spent Christmas in Houston; Olaf Jacobson to St. Petersburg, Florida; Thelma and Clover South to Dallas; Mary Carter Dewey to Orange; Mr. and Mrs. C. E. Henry to Navasota and Huntsville; Mr. and Mrs. Albert Golemon visited relatives in Mobile, Alabama.

Evelyn Wallace and Virginia Lightsey have been on the sick list.

Future Utility Stars



Miss Dorothy Ann Wilson--A.B. Mitchell Jr.--

Dorothy Ann Wilson arrived November 5th at the home of A. R. Wilson, in Calvert. A. B. Mitchell, Jr., is the enthusiastic leader of the pep squad at Caldwell. He shines on the "KWH, KWH, KWH, Sell 'em!" yell at sales meetings. More power to both of these fine youngsters.



Caldwell

Mr. and Mrs. Hubert Burns returned from their vacation and Hubert is back on the job.

Our total sales for the district were about \$1500.00 in December.

Our Company installed for the city of Caldwell and the Burleson County Chamber of Commerce thirty streamers with colored lamps which burned each night from December 15 until January the 1.

Several of the business houses were beautifully decorated with trees and colored lamps. Each business house in town had one or more trees in the windows and stores.

We had a total of 148 trees in the residence part of town lighted.

This season we shipped from our plant 130,300 lbs. of dressed turkeys to the eastern market.



Travis-Suite

Mr. H. A. Travis and Miss Fay Suite were married December 20. After a wedding trip to Houston and Galveston, they are at home to their many friends at 2497 South Street.

From Missouri



Gilbert Lewis Hatley of Tarkio, Mo., has been visiting his cousin, Joe Nell Hatley, of Orange. His father was formerly our own Adolph Hatley, now superintendent of the Missouri Public Service Company at Tarkio, while Joe Nell's father is none other than Joe Hatley, district representative at Orange.



Conroe

S. R. Hereford and family returned December 28th from a vacation with his relatives and friends at Bertram, Texas.

H. J. Sisco, surprised his wife with a Royal Range for a Christmas present.

Out of the twelve regular employees of the Conroe plant, ten own electric ranges, seven G. E. refrigerators, and three own electric water heaters.

C. M. Fleming gave his wife a G. E. refrigerator for a Christmas present.

On December 8th, C. M. Fleming and family returned from a vacation that they spent in Louisiana, catching crawfish and enjoying other french sports.



Hatley Recovers

The many friends of Adolph Hatley, one time member of our organization and a brother of District Representative Joe Hatley of Orange, will be glad to hear that he has recovered from a recent illness and has returned from a Kansas City Hospital to his home in Tarkio, Mo., where he is Superintendent of the Missouri Service Co.

How's Your **HEALTH?**

by Dr. W. F. Thomson

The Sneezer

When a sneezer's in th' street
Zone of danger's about ten feet.



When grippe meets grippe doctors
follow.



Another funny thing about a "cold
cure" is that it doesn't.



Don't kiss the wife . . . any wife . . .
if she has a bad cold.



It is more polite and less dangerous
to drink coffee from ones saucer than to
sneeze in the presence of associates.



January is a good month for bad colds,
and for influenza. While the cause of
the common cold has not yet been cor-
nered, convicted, or conquered, there are
many good reasons for believing that it
is a germ, maybe several germs, pro-
jected into our immediate vicinity by
incautious coughers and sneezers, find
inviting soil for further growth on sus-
ceptible nasal membranes.



And what makes nasal membranes
susceptible? 1. Lack of moisture in our
overheated rooms. 2. Subsisting on
foods deficient in vitamins A and D . . .
particularly A. 3. Fatigue, plus under-
nourishment. 4. Chilling, due to in-
sufficient clothing when exposed to in-
clement weather. 5. Debilitating dissi-
pations.

How to Prevent Colds

1. Avoid dry, overheated rooms. Keep
the temperature of the room at about
70 degrees, and evaporate sufficient
water to keep the relative humidity at
about 50 per cent. This constitutes a
healthful, comfortable, combination of
temperature and humidity.

2. Avoid dust, particularly carpet
dust. Carpet dust should be removed by
vacuum suction, and in no other way.
Only oiled cheesecloth should be used as
dusters. Keep the air you breathe as
clean as you would have the water you
drink.

3. It is the vitamin A in certain
foods that make us resistant against in-
vasions by disease germs . . . lack of
foods containing vitamin A increases our
susceptibility. We should, therefore,
drink plenty of milk, take plenty of
cream in our coffee and on our morning
cereal, and plenty of good butter. We
should eat plenty of eggs, particularly
the yolk of eggs, and tomatoes.

4. Avoid exposure to inclement
weather when tired or hungry or insuffi-
ciently clothed. Physical exhaustion,
plus chilling, lowers resistance rapidly,
permitting invasion by prowling cold or
"flu" germs.

5. Avoid dissipation, particularly the
loss of sleep. Get 8 or 9 hours sleep in
an open room every night.

6. Whenever possible, avoid crowds,
particularly crowds in close, poorly ven-
tilated rooms, where people are sneezing
and coughing.

7. Avoid shaking hands, as much as
possible, especially with those who are
cold victims. The hands should be wash-
ed several times a day, particularly be-
fore meals, and the fingers should be
kept away from the lips.

8. Finally, during the winter months,
when colds are so prevalent, it isn't a
bad idea to take cod liver oil every day.
Cod liver oil is rich in both vitamins,
A and D, and is an excellent source of
protection against the sneezer.

plain talk

Anent the Cover

Keep your eye on the ball!

That is a prime rule in golf and it's a good rule to follow in any game. We are driving off the first tee in 1931. It's the first time we have ever played the course and we'll never play it again. It has new hazards, and new twists that will have to be played carefully if our score is to be near par at the end.

Many a bad drive has been made up with a good recovery and many a match has been won or lost on the green. Keep a steady nerve and play the game . . . with your eye on the ball!

The Tenth Anniversary

WITH this issue "Plain Talks" starts the new year and, incidentally, enters its tenth year as the official employee publication of our organization. The nine volumes of "Plain Talks" that precede this issue tell most interestingly the story of our development and progress.

We turn back through the pages and find names and faces we had all but forgotten. We turn back to a time when there was only Eastern Texas Electric Company, with operations limited to Beaumont and Port Arthur. Then came Gulf States Utilities Company and Western Public Service Company, the building of Neches Station, and the hundreds of miles of transmission lines.

"Plain Talks", we feel, has progressed through the years, keeping pace with the organization it serves, and this year with your cooperation we promise to give you a magazine that, although it may not be bigger, will certainly be better than ever before.

just suppose

Just suppose that you were looking for a man to fill your place,
And suppose that he were standing right before your very face;
And suppose that when you asked him what he thought that he could do,
He replied, "You ought to know, sir—can't you see that I am you?"

Right away you'd know his assets, and his failings, too, as well,
And you'd know the kind of services that he would have to sell.
So suppose you looked him over with a keen and searching eye;
Would you find that he had something that was worth the while to buy?

There would be no need of questions, every answer you would know;
There would be no need of asking what he'd done that he could show.
Would you pay him what YOU'RE earning and believe that you were wise;
Would you see a real ambition shining brightly in his eyes?

Could you see that he was honest, that he loved his daily work?
Would you know that he'd keep busy, that he'd never start to shirk?
Could you recommend him highly with some honest words of praise?
Would you find him real deserving of the cash your job now pays?

Would you hire him with pleasure, knowing well that he was YOU?
Would you feel he was an asset to your business problems, too?
Here's a thought that's worth some thinking ere you put it on the shelf,
Stop and think of how much money you'd be glad to pay yourself.

—J. B. Bishop

PLAIN TALKS

Vol. X No. 1

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor
Jack Gammage, Art Editor

Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

- - - Applesauce - - -

"Hello, Olaf, where you ban so long?"

"I ban got married."

"That's good."

"Not so good, my wife got two children."

"That's bad."

"Not so bad, she got \$10,000."

"That's good."

"Not so good, she won't give me the money."

"That's bad."

"Not so bad, she built a house."

"That's good."

"Not so good, the house burn down."

"That's bad."

"Not so bad, my wife she burn up in house."

NOT A DROP WASTED

The chief engineer was an old seafaring Scot. He accepted a drink of Spey Royal from the foreman, but clipped a clothes pin on his nose while drinking it.

"Look here, Sandy," objected the foreman, "my whiskey doesn't smell as bad as that."

"Whist, mon, no. It smells gude as all thot."

"Then why the clothes pins?"

"Mon, if I should smell it whilst drinkin' it, 'twould make my mouth water, an' I donna want to dilute my drinks wi' onythin'."

There was once a Scotchman so tight that every time he shaved he went out on a date to powder himself.

BE PATIENT, MON

Sandy: "Say, Mon, when is Annie Mc-Tavish goin' to let you marry her?"

Andy: "It's very uncertain, Mon. Some fool gave her a big box of letter paper with her name printed on it. She won't get married till it's used up—an' she writes very few letters on account of the postage."

Frank—"Watt reaction do you get from your 'Ohm-Brew?"

Herb—"Well, it has a 'Load Factor' of about seven per cent, but it doesn't 'Phase' me."

COME AGAIN

She was just an old maid. The burglar kicked against something in the dark and awakened her. To stifle her alarm, he kissed her. Then he shouldered his "swag".

"My poor man," remonstrated Aunt Tish, "you'll never manage to carry all that at once, better leave some and come back again."

THE PLUMBER WAS MARRIED

The gentleman had sent for a plumber to fix an upstairs tap, and as he and his wife started downstairs they met the plumber coming up. The gentleman said:

"Before I go downstairs I would like to acquaint you with the trouble."

The plumber politely removed his hat and murmured:

"Pleased to meet you, ma'am."

ADMITTANCE FREE

Sandy, who owned a picture theatre in Aberdeen, went to London to get some ideas for advertising. While in London he noticed a sign over a movie house which said: "All persons over 80 will be admitted free!"

"Just the thing!" he thought to himself.

After his return to Aberdeen he put this notice on his theater box office:

"All persons over 80 years of age will be admitted free—if accompanied by their parents."

TOUGH ON EVERYBODY

A lady was entertaining the small son of her friend.

"Are you quite sure you can cut your meat, Willy?" she asked after watching him a moment.

"Oh, yessum," he replied without looking up. "We often have it as tough as this at home."

"Don't you miss your husband very much now that he is a traveling man?"

"Oh, no! At breakfast I just stand a newspaper up in front of a plate and half the time I forget he isn't there."

"SOMETIMES the big job seems impossible because we regard it as a big job. Break it up into little jobs and the problem is simplified. It is like hoeing potatoes. We don't hoe a long row or a field of potatoes. We hoe one hill at a time and in that way get the big job done."

C. F. TERRELL
